

A high-angle, wide shot of a man in a red t-shirt and black shorts running on a curved concrete walkway. The walkway is part of a modern building's architecture, featuring large, light-colored concrete pillars and curved railings. The man is captured in mid-stride, moving from the center towards the right side of the frame. The lighting is natural, creating soft shadows and highlighting the textures of the concrete and the man's clothing.

MATRIX

2022 COMMERCIAL BRAND GUIDE

TABLE OF CONTENTS

SECTION 1 / BRAND

INTRODUCTION

Our Beginning.....	Page 4
Using this Brand Guide.....	Page 5

BRAND IDENTITY

Brand Essence.....	Page 7
Brand Positioning.....	Page 8
Brand Promise.....	Page 9
Brand Pillars.....	Page 10
Brand Voice.....	Page 11
Brand Tone.....	Page 12

BRAND GROWTH STRATEGY

Sub-segmentation.....	Page 14
Adjacent Channels.....	Page 14
Technology.....	Page 15
Core Business.....	Page 15

MARKETING CAMPAIGNS

Campaign Objectives.....	Page 17
General / Health Club.....	Page 18
Athletic Performance.....	Page 19
Hospitality.....	Page 20
Active Aging / Rehab.....	Page 21

COMMUNICATION GUIDELINES

Style.....	Page 23
Target Audience.....	Page 24
Readability.....	Page 25
Terminology.....	Page 26
Grammar, Punctuation & Spelling.....	Page 28
Numbers & Measurements.....	Page 31

SECTION 2 / STYLE GUIDE

STYLE GUIDELINES

Purpose of Style Guidelines.....	Page 33
Logo.....	Page 34
Logo Lock-ups.....	Page 35
Logo Derivatives.....	Page 37
Logo Usage.....	Page 39
Tagline Usage.....	Page 40
Additional Brand Logos.....	Page 41
Icons.....	Page 45
Logo Application Guidelines.....	Page 46
Core Brand Colors.....	Page 47
Typography.....	Page 48
Typography on the Web.....	Page 50

STYLE GUIDELINES BY CHANNEL

General / Health Clubs.....	Page 52
Athletic Performance.....	Page 55
Hospitality.....	Page 58
Active Aging / Rehab.....	Page 61

SOCIAL MEDIA

Social Media Guidelines.....	Page 65
------------------------------	---------

TRADEMARK BASICS

Proper Use of Trademarks.....	Page 76
-------------------------------	---------

INTRODUCTION

Explore this brand guide to learn everything you need to know to represent the Matrix commercial brand successfully in business-to-business communications.



OUR BEGINNING

The Matrix story began humbly in 1975 in Taichung, Taiwan, where Mr. Peter Lo founded Johnson Metals. Our modest beginning quickly gave way to two decades of strong investment and growth, and in 2001, we established Matrix Fitness as the premium commercial product brand at Johnson Health Tech. Since then, Matrix has leveraged continuous product development and aggressive customer acquisition to emerge as an industry vanguard, constantly challenging standards and raising expectations for fitness equipment design and exercise technology.

Our product portfolio has expanded to over 500 products including strength equipment, cardio platforms, group exercise modalities, athletic performance training tools, fitness technology, integrated HIIT workouts, turnkey programming and much more. We serve fitness and wellness needs all over the world in traditional health clubs, boutique studios, university and high school athletic departments, active aging and rehab facilities, YMCAs and JCCs and the hospitality industry.

Today, Matrix Fitness is dedicated to serving fitness facilities of all kinds, setting them apart in ways that attract and retain more members. Our mission is to delight and excite our customers through complete solutions and committed partnership provided by a world-class organization.



USING THIS BRAND GUIDE

Anyone who communicates on behalf of the Matrix commercial brand should use this guide to align all business-to-business communications with our position as a premium, innovative brand — never a budget or bargain brand. This guide should be used to clarify the unique qualities, advantages and capabilities of Matrix while guaranteeing that key themes are expressed in a consistent, memorable way to reinforce our brand value and build awareness of our brand around the world.

Furthermore, the information in this guide should be used to ensure that commercial marketing initiatives are not only in alignment with our brand identity, but also in sync with our global brand growth strategy. Finally, those who communicate on behalf of Matrix Fitness should look to this guide for technical direction with regards to the finer points of marketing executions, including language, formatting, imagery and much more.

If you have any questions about the contents of this guide or need more information about photography rights and usage, please contact the Johnson Health Tech Global Marketing Team.



EXPLORING BRAND IDENTITY

Brand identity consists of a collection of assets that define who we are as a brand, shape our marketing and guide our continuing development.



BRAND ESSENCE OBJECTIVE

Brand essence is a kind of “elevator pitch” that expresses the Matrix brand identity in the most concise way possible.

An elevator pitch is a short statement that is used to spark interest in what our brand does.



► MATRIX FITNESS BRAND ESSENCE

“MATRIX IS MORE THAN FITNESS EQUIPMENT, WE ARE ELEVATING EXPERIENCES WITH COMPLETE SOLUTIONS AND COMMITTED PARTNERSHIPS”

BRAND POSITIONING OBJECTIVE

A brand positioning statement identifies the target market, expresses the unique value we provide to customers and gives them reasons to believe us.

Target Market: Fitness facilities (all kinds)

Unique Value: Complete solutions & partnership

Reasons to Believe: Products (equipment + programming), technology & service



MATRIX FITNESS BRAND POSITIONING

“As the world’s premier commercial fitness brand, Matrix is dedicated to serving fitness facilities of all kinds with complete, forward-thinking solutions, setting them apart in exciting ways that attract and retain more members. Facilities that partner with Matrix can expect an extensive portfolio of attractive products that provide superior performance and durability; an ecosystem of powerful, flexible technology tools that enhances both the exercise experience and the way facilities do business; and a committed, responsive collaborator who’s always there to serve in ways that *exceed expectations*.”

BRAND PROMISE OBJECTIVE

Derived from the brand positioning, a brand promise is the statement we make to customers that identifies what they should expect from all interactions with our people, products, services and company. It's the tangible that makes our products and services desirable.



MATRIX FITNESS BRAND PROMISE

Together, there's no detail of your business that we can't refine, reimagine or reinvent, including your bottom line.

BRAND PILLARS OBJECTIVE

Brand pillars are words that will set the guiding principles for our brand. They should keep us on track when we have to make decisions, both big and small, while helping us decide if opportunities are the right fit for us. Our brand pillars should shine through everything we do to reinforce our brand value and provide a consistent brand identity.



MATRIX FITNESS BRAND PILLARS

Strong

We show our strength by focusing on quality, offering durable components that contribute to the long life of our products. We also demonstrate our strength in our commitment to be a partner, not just a supplier. This strength gives us a solid foundation for success, today and in the future, and has made us one of the world's fastest-growing commercial fitness brands.

Smart

We are the most progressive brand in the industry, demonstrated by our intuitive product features and our close, ongoing relationships with partners. Forward-thinking options for owners, trainers, members and service technicians help provide a better experience for all parties. We create products and services specifically to address our customers' challenges and resolve them in ingenious ways.

Beautiful

We continue to set new industry standards through award-winning aesthetic distinction and incredible attention to detail. Our products are approachable, less intimidating and a pleasure to use. Our complete package is beautiful — the right product, with the right features, at the right time and at a lower total cost of ownership than our competitors. But perhaps nothing is more beautiful than the lasting relationships we forge with those who choose us.

BRAND VOICE OBJECTIVE

Brand voice is the purposeful, consistent expression of a brand through words and prose styles that engage and motivate. Our brand voice is our style, our point of view and our personality.



MATRIX FITNESS BRAND VOICE

Matrix copy should be confident, but never arrogant. It should resonate with optimism and inspire readers to believe that anything is possible with the complete, forward-thinking solutions Matrix provides.

It must also be approachable, using the audience's vernacular to communicate with them in a clear, precise way that avoids unfamiliar jargon. Finally, it should emphasize partnership in all things, and the commitment of the Matrix brand to exceed all expectations. See the word cloud for a proportional visual representation of the qualities that should rise to the top.

Furthermore, take note of what Matrix is NOT: arrogant, playful, funny, negative about competition, stuffy, timid, budget, bargain or any antonym of the words presented in the word cloud. Be sure to scrutinize each and every communication to ensure that these qualities are not expressed in relation to our brand, products, services or technology.

ENERGETIC SMART HELPFUL
CONFIDENT STRONG APPROACHABLE DARING
BEAUTIFUL PREMIUM POSITIVE
INSPIRATIONAL PROFESSIONAL COMPOSED
REFINED FORWARD-THINKING

BRAND TONE OBJECTIVE

Tone is specific to our messaging and therefore is a part of voice. While our voice will remain consistent — it is who we are as a brand — our tone can change depending on the type of message we're trying to convey or who we are talking to (Athletic Performance vs. Hospitality vs. Active Aging / Rehab). Campaigns are then developed to target specific audiences with the appropriate tone. See the Marketing Campaigns section for details, and reference the individual Photography sub-sections for information on the distinct imagery that should accompany each brand tone.



MATRIX FITNESS BRAND TONE

Our overarching brand tone skews toward the club tone, since clubs make up a majority of our business. The general brand tone emphasizes all that Matrix provides beyond just fitness equipment that sets us apart from other vendors. Keep in mind that when speaking to a strictly club audience, you have the advantage of knowing the four key stakeholders: owners / operators, trainers, service people and members.

Example: When your fitness facility chooses Matrix, you're getting more than premium exercise equipment — you're getting an ongoing relationship geared for success. We'll partner with you to provide forward-thinking solutions and cutting-edge products for your grand opening and every day after.

UNDERSTANDING GLOBAL GROWTH STRATEGY

At Matrix, we are focused on concentrated growth. While we endeavor to become the world's largest commercial supplier, we will do it by delivering products and services that enhance, support and drive the industry. We intend to drive growth through:

1. Sub-segmentation
2. Adjacent Channel Development
3. Technology Investment & Development
4. Focus on Our Core Business





▶ SUB-SEGMENTATION

Boutique studios have been thriving, in part because of their ability to deliver the results their customers seek along with a sense of community. At Matrix, we're committed to helping our mainline clubs compete with these boutiques by offering compelling products to fill the functional and small group space, as well as turnkey programming to complete the offering and increase revenue.

▶ ADJACENT CHANNEL DEVELOPMENT

The market for fitness equipment, especially in the commercial division, is highly fragmented. To continue to grow through increased market share, we focus development, sales and marketing efforts on key segments outside of the club market, including multi-housing, hospitality, active aging and athletics/performance.



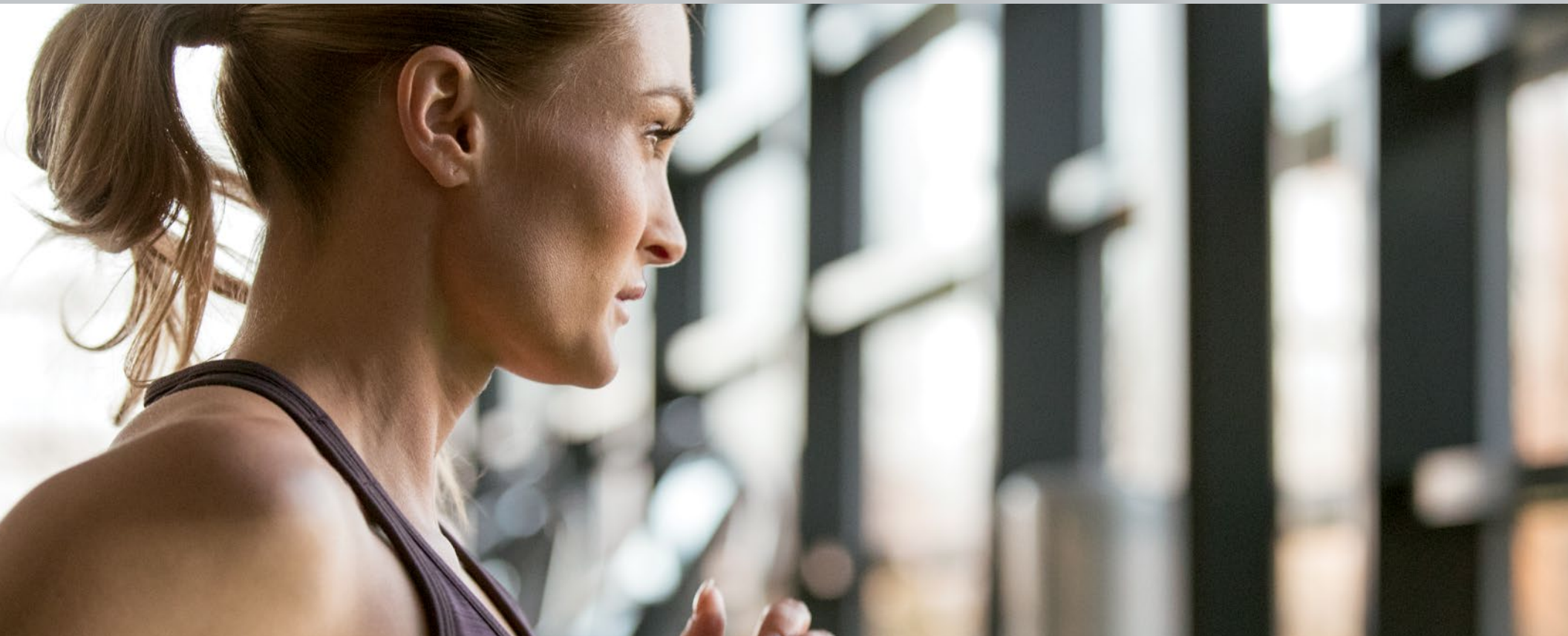
► TECHNOLOGY INVESTMENT & DEVELOPMENT

Technology is constantly reshaping our world and our industry. As such, we invest heavily in product managers, software engineers and web developers to ensure that we earn and maintain a leadership position while delivering innovative solutions that help our customers realize their financial goals.

► FOCUS ON OUR CORE BUSINESS

Regardless of all other trends and initiatives, we will continue to invest our dollars and efforts most heavily in our core business — our mainline cardio and strength portfolio. For example, IHRSA data shows that treadmills continue to lead all other products in member usage, and we are committed to making sure that Matrix treadmills deliver the best possible user experience at each price point we serve.

LEVERAGING MARKETING CAMPAIGNS



MARKETING CAMPAIGN OBJECTIVES

Campaigns promote a product, service or brand through different media, including but not limited to print, video, digital ads, online platforms, webinars and live events. Campaigns express a differentiated position in the marketplace in a consistent way to build iterative marketing power. Currently, we have several campaigns differentiated by brand tone that are active across the channels we serve. Each channel identified on the following pages has its own style guidelines as well, indicating appropriate photography, colors, etc. See the style guidelines/channels section beginning on page 49 to learn about the principles that will resonate with the target audience.



GENERAL / HEALTH CLUB CAMPAIGN: *GET MORE*

This campaign boldly proclaims the thing that sets us apart from the competition — in the club and across all channels — that in addition to the very best equipment, we provide the kind of technology, service and partnership that facilities can't get anywhere else. It clearly supports and brings to life our commercial brand essence and promise.

Target Audiences: Facility owners/operators, service providers, personal trainers.

Tone: Our overarching brand tone skews toward the club tone, since clubs make up a majority of our business. The general brand tone emphasizes the spirit of committed partnership that sets us apart from other vendors. Keep in mind that when speaking to a strictly club audience, you have the advantage of knowing the four key stakeholders: owners / operators, trainers, service people and members.

Core Copy: There's a reason why Matrix is one of the most trusted and recognized brands in the industry, loved by facility members, owners, trainers and service people alike. That's because when you choose Matrix, you get more than the world's finest fitness equipment. You get the industry's most robust product portfolio, connected technology solutions, facility planning, marketing support, industry-leading warranties, unmatched customer support and so much more. Most importantly, you get a partner who will be there — for your grand opening and every day after. Together, there's no detail of your business that we can't refine, reimagine or reinvent. And that includes your bottom line.

► **Style Guidelines:** See page 50



ATHLETIC PERFORMANCE CAMPAIGN: *VICTORY STARTS HERE*

This campaign positions Matrix as a part of the team, here to help athletes of all kinds reach their ultimate physical potential.

Target Audiences: Athletic directors, coaches and trainers

Tone: Our athletic performance brand tone emphasizes maximizing athletic potential at all levels and for all sports, using slightly more aggressive and masculine language to reach the predominantly male, intense-by-nature coach segmentation.

Core Copy: Since no one works harder than your athletes, make sure Matrix is there to help them achieve their ultimate potential. The time-tested, high-performance designs of our equipment will help your athletes get more out of every press and squat, with better results and less aches and pains to show for it. Our incredibly versatile training tools unleash

athletic explosiveness like never before. And every piece that lands on your training room floor will bring with it the kind of unmatched durability that never takes a day off, season after season and year after year. Choose Matrix to help your athletes seize their ultimate physical potential.

► **Style Guidelines:** See page 53



HOSPITALITY CAMPAIGN: *AN ENLIGHTENED EXPERIENCE*

This campaign focuses on the club-quality experience we can provide to a facility's guest, leading to return trips, while supplementing that message with themes of partnership and maximized ROI.

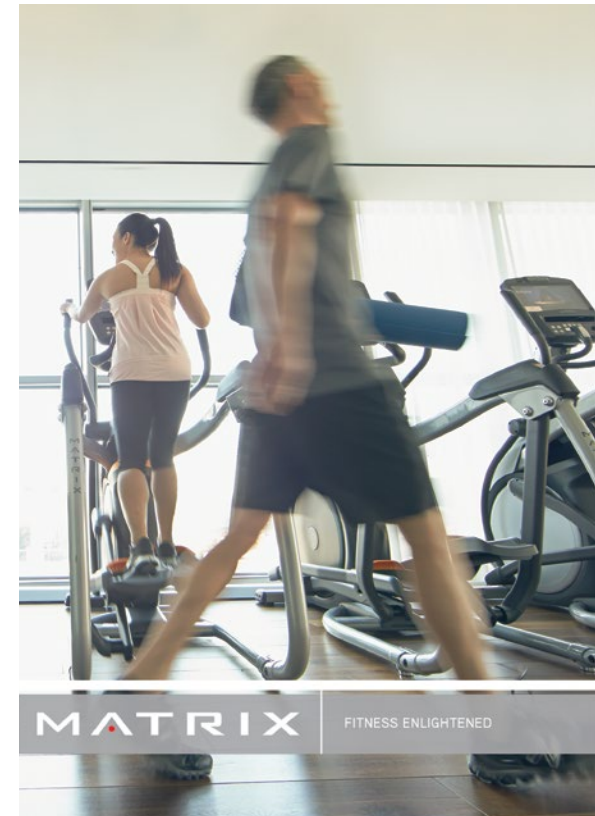
Target Audiences: Hotel owners / operators, general managers, spa directors, designers, architects and purchasing/management groups.

Tone: Our hospitality brand tone focuses on the kind of experience we can create in hotels and resorts, giving guests a workout every bit as good as their favorite club and giving facilities solutions that meet their standards and reflect their brand. Copy should emphasize providing a memorable experience that leads to return stays.

Core Copy: Preferred by some of the world's finest hotels and resorts, Matrix makes it easy for exercise enthusiasts to find their favorite workout equipment while they're on

the road. From cardio to strength to group exercise, all of our equipment provides premium performance, unmatched durability and beautiful design sure to enhance your space and welcome your guests. But you can count on Matrix for more than just the finest exercise equipment in the world — when you partner with Matrix, we'll always be available to help your facility develop complete fitness solutions that reflect your brand, maximize your resources and delight your guests.

► **Style Guidelines:** See page 56



ACTIVE AGING / REHAB CAMPAIGN: BRING HEALTHY MOVEMENT TO LIFE

This campaign emphasizes an understanding of therapeutic and medical needs and functional movement as a pathway to a healthy future.

Target Audiences: Medical professionals, rehab therapists, specialists, physiotherapists, athletic trainers and long-term care professionals

Tone: Our Active Aging / Rehab brand tone should stress that we understand the needs of therapeutic and medical professionals and design fitness solutions that accommodate functional movement. Copy should emphasize healthy progress for clients of all ability levels.

Core Copy: At Matrix, we believe in the quality of life that comes from movement. Whether living independently or

as part of an assisted living community, when people can maintain easy, comfortable functional movement, they can keep taking part in the Activities of Daily Living (ADLs). That's why our portfolio of extensive functional movement solutions includes equipment designed to meet the needs of medical and training specialists who understand just how important movement is to a healthy future. You'll discover that everything we offer is versatile, accessible and easy-to-use, able to motivate and challenge while building the mobility your clients need to maintain independence, self-respect and overall well-being. Choose Matrix to help you bring your vision of healthy movement to life with complete solutions that redefine expectations.

► **Style Guidelines:** See page 59



ESSENTIAL COMMUNICATION GUIDELINES

Use these tactical guidelines to ensure that every communication expresses the professionalism that is essential to the Matrix brand:



STYLE

Adhere to the following principles of style to communicate clearly and effectively with our key consumer segments.

Core Principles

The aim of Matrix Fitness communications should be to form an emotional connection with the reader without sacrificing clarity or consistency of message. Keep the following principles in mind:

- Address the reader in the second-person familiar (e.g., “you,” “your facility,” “your goals”) to help maintain an engaging conversational tone
- Never use a metaphor, simile or figure of speech in the stead of simple, clear language, even if that metaphor, simile or figure of speech might appear to have cross-cultural resonance
- Never use a long word where a short one will serve the same purpose (i.e., avoid words like “utilize” in favor of the simpler “use”)
- If it is possible to cut out a word without sacrificing clarity or emotional resonance, always cut it out
- Never use the passive voice where you can use the active voice
- Never use a foreign phrase, a scientific word or jargon if you can think of an everyday equivalent in the audience’s vernacular

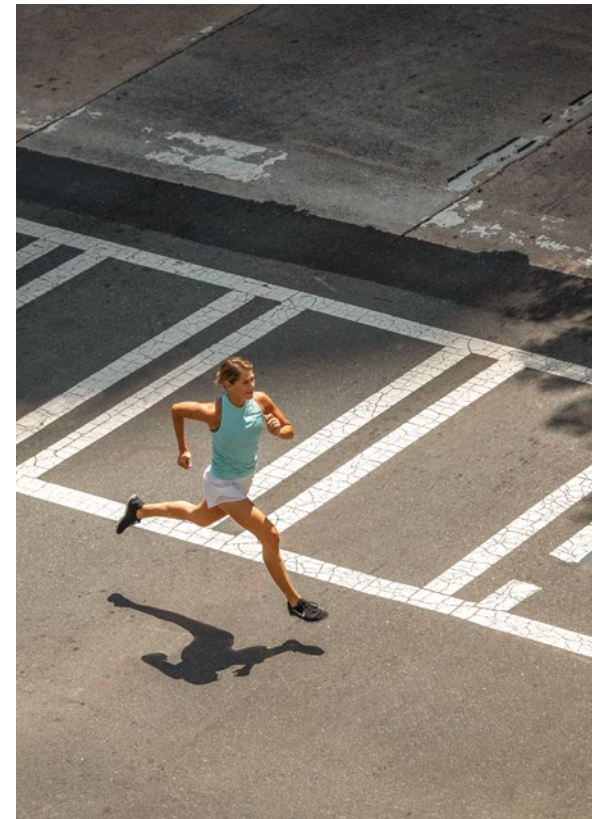


TARGET AUDIENCE

Our target audience for Matrix Fitness communications includes four unique segmentations. Keep in mind that most of our communications are of the business-to-business variety and go to the owner / operator segmentation, as they are the ultimate decision-maker. With the exception of limited in-facility support, we rarely speak directly to the end user.

1. Owners / operators who may or may not have experience purchasing fitness equipment. They care about the bottom line, so fitness equipment is viewed through the profit prism: Will this equipment help attract and retain members? Will the equipment last and continue to provide ROI?
2. Service providers can work for owners / operators, independent service companies or simply be in-house service technicians. They are primarily concerned with ease of serviceability, often testing equipment and inspecting components to evaluate quality prior to purchase. They are becoming more involved in the buying decision.
3. Personal trainers are people who depend on fitness for their livelihood. Trainers develop brand allegiance over time as they gain familiarity and comfort with a manufacturer. They want products that are easy for their clients to understand and non-intimidating so that clients adhere to a workout routine when the trainer isn't present. They also want products that complement their programming rather than compete with it, diminishing their revenue.
4. End users are people with a variety of motivations who may not be able to differentiate between various equipment brands. Additionally, they may be encountering our products in a wide range of environments including health clubs, hotels and other fitness centers.

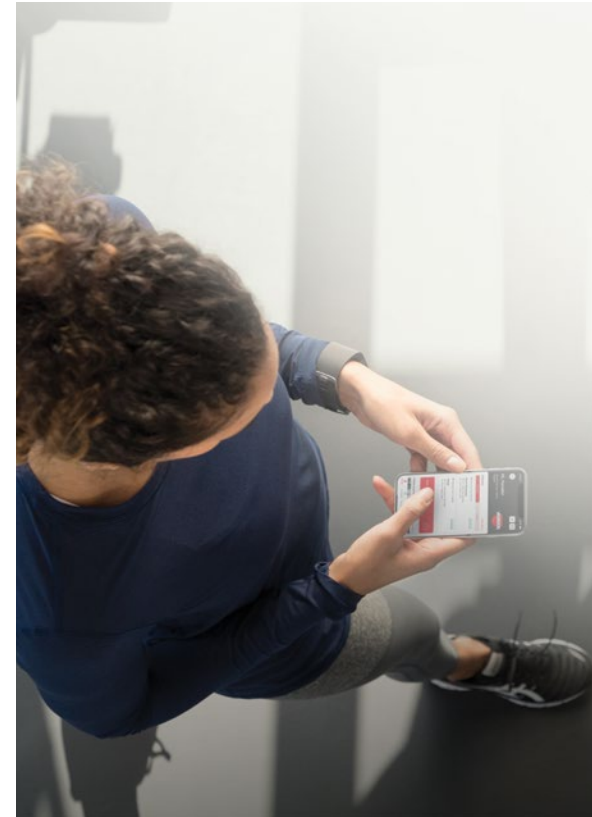
While each group has its unique differences, they all want to be motivated. They all want intuitive, easy-to-use equipment. And they all want to reach their fitness goals.



READABILITY

Try to construct communications from Matrix in a way that can reach different kinds of readers simultaneously. While some readers will read every word to glean as much information about the product or service as possible, others will simply skim over the text, catching the elements that stand out. Keep these principles in mind when writing for different kinds of readers:

- Keep sentences as short as possible without omitting any information
- Avoid lengthy paragraphs, opting for more easily digestible chunks in coordination with bold leads (like “Readability” above)
- Use numbered lists when the copy is describing an ordered sequence of events or a progression, adding periods only when the information attached to the number requires multiple sentences to convey
- Use bulleted lists for non-serial information, keeping each bullet to the minimum amount of words needed and omitting the period at the end
- Take advantage of the principles of primacy and recency — that readers best remember the first and last things they read — to order bulleted information for maximum impact and retention



TERMINOLOGY

Follow these guidelines to clearly and consistently reference the elements of our organization, the fitness industry and collateral concepts.

Product Names

The handling of product names will be determined on a case-by-case basis depending on the context of use within the communication:

- Capitalize all product names when used in conjunction with the brand name or any existing brand mark (e.g., “Only the Matrix Rower offers the finest rowing experience out of the water,” “Bring the S-Force Performance Trainer to your facility”)
- Reduce product names to sentence case when referring to the product generically (e.g., “Find out how our rower outperforms the competition”)
- All component brands should be capitalized according to the established usage of the mark (i.e., Ultimate Deck™ System)



Referencing Products Generically

Where the proper or generic name of the Matrix product would be repetitive, refer to the product as “equipment,” noting that it is a mass noun that should be used with a singular verb form. However, when the term “equipment” is at risk of becoming redundant in a communication, the term “product” can be used. Additionally, refrain from applying a gender to any equipment in pronouns and instead refer to the product with the gender-neutral pronoun “it.” In translated documents, apply the rules of the specific locality governing the use of pronouns referring to inanimate objects.

Abbreviations & Acronyms

Though abbreviations and acronyms should be avoided, a few exceptions should be kept in mind:

- Abbreviations can and should be used in the case of metric measurements (e.g., using “cm” rather than spelling out “centimeters”)
- Acronyms can and should be used when their usage occurs in general parlance at a higher frequency than their official name (e.g., use LCD rather than spelling out Liquid Crystal Display)

- Abbreviations can and should be used in any situation where the acronym or abbreviation is as clearly understood as the examples above

For translations, the above principles should be applied to the language of the locality.

Company Titles

All company titles should be capitalized when used in coordination with the specific title holder’s name (e.g., “Contact Tiffany Hoeye, Director of Commercial Marketing”) and reduced to sentence case when used in the generic sense (e.g., “Contact your account manager”). All company titles should be translated into the language of the locality.

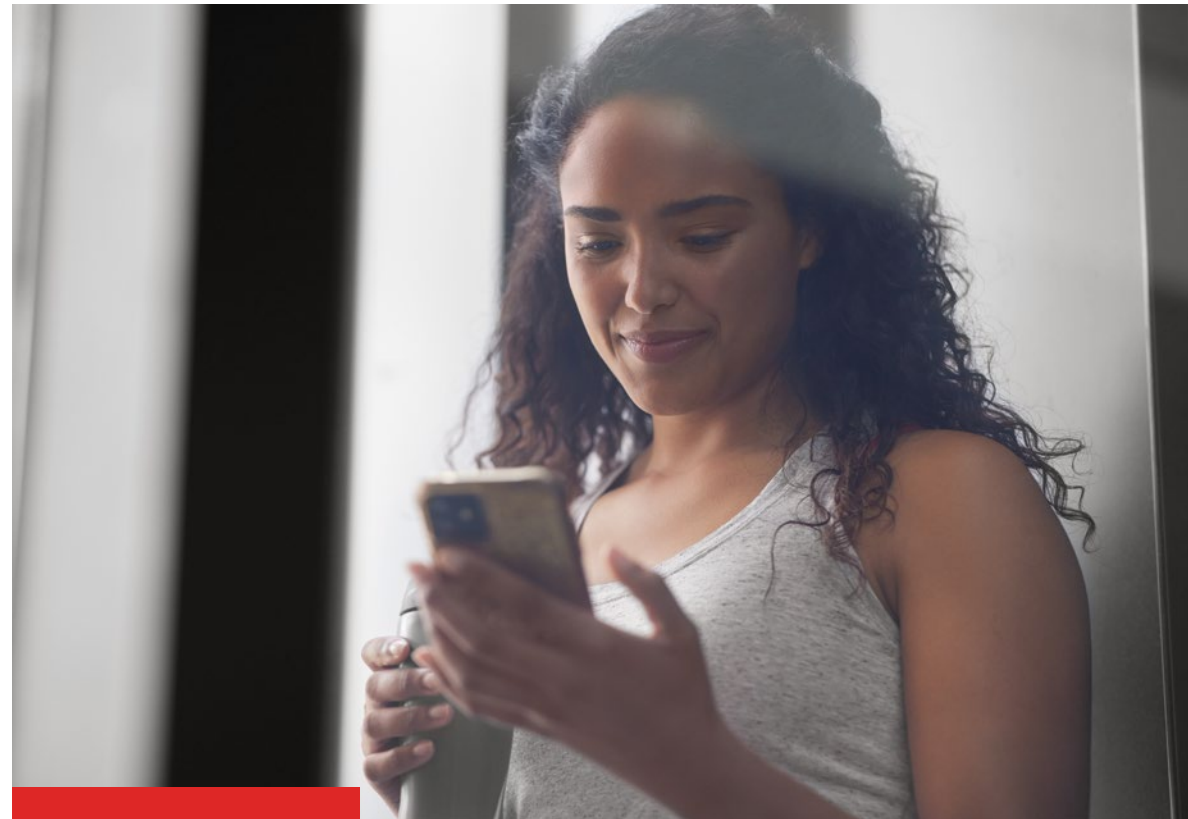


GRAMMAR, PUNCTUATION & SPELLING

Grammar and punctuation should conform to the AP Manual of Style with a few notable exceptions to coordinate with modern business standards:

- Periods should be followed by only a single space instead of two
- Omit the serial comma prior to the conjunction when the conjunction is not followed by a subject and a verb (e.g., “Do not use ammonia, chlorine or acid-based cleaners”)

Spelling should conform to Merriam-Webster Dictionary’s most up-to-date English entry for America, the United Kingdom or Australia depending on the location. Spelling in translation should conform to the specific locality’s most up-to-date construction of each specific word in that language.



Hyphen, En Dash & Em Dash

Hyphens, en dashes and em dashes should adhere to the following rules in Matrix Fitness communications:

- Use hyphens (-) to indicate a compound adjective before a noun, to avoid ambiguity (e.g., “He recovered his health” vs. “He re-covered his leaky roof”), to compound proper nouns and adjectives (e.g., “Italian-American” and “full-time job” respectively), to avoid confusion with prefixes and suffixes (e.g., “half-hour,” “child-like” respectively), to avoid confusion with duplicated vowels and tripled consonants (e.g., “re-engineered”) and in suspensive hyphenation (e.g., “A great choice for right- and left-handed users”)
- Use en dashes (–) to indicate a range of numbers, be they dates, weights, steps in a procedure or other (e.g., “Steps 3–8”)
- Use em dashes (—) to indicate a break in thought or for emphasis (e.g., “He will fly to Taiwan in June — if he gets the promotion”)
- Avoid hyphenating words in the case of line breaks, as this could obscure the clarity of the language, and avoid starting new lines with en dashes and em dashes

Quotation Marks & Apostrophes

“Curly” quotation marks should be used as necessary throughout communications when using an overly casual, colloquial or hypothetical term (e.g., The Matrix Rower measures how much the flywheel is slowing down to determine how fast or slow the “boat” is). Additionally, quotation marks should always be deployed in their double form (e.g., “Word”) rather than their single form (e.g., ‘Word’). “Curly” apostrophes (’s, ’t) should also be used to show a possessive and to construct a contraction.

Note that straight marks should be avoided for both quotation marks and apostrophes to minimize confusion between quotation marks and inch marks and confusion between apostrophes and foot marks. This is especially relevant in the English-speaking world where the imperial measurement system is still predominantly used over the metric system.

Slash Marks

In another deviation from standard AP style, we use a space before and after a slash (/). This is due to how we separate metric units from imperial (US or UK) units. This technique is more aesthetically pleasing when used in the name of a product, and it also helps separate multiple options in a text-heavy context like specifications: Upholstery / Cables / Grips / Springs. This is easier for customers to read than:

Upholstery/Cables/Grips/Springs. Note that the most common uses for a slash do not require the extra space before and after the slash:

- his/her
- and/or
- 24/7 (meaning 24 hours a day, 7 days a week)
- 5/5/20 (for May 5, 2020)

Capitalization

In general, avoid unnecessary capitals. Use a capital letter only if you can justify it by one of the principles listed below:

- Capitalize nouns that constitute the unique identification for a specific person, place or thing
- Capitalize common nouns when they are an integral part of the full name for a person, place or thing
- Capitalize the names of places and events that lack officially designated proper names but have popular names that are the effective equivalent
- Capitalize words that are derived from a proper noun and still depend on it for their meaning
- Capitalize the first word in a statement that stands as a sentence
- Capitalize the principal words in composition titles
- Capitalize formal titles when used in conjunction with a person's name

Accents

Avoid accent marks in English-language communications except when they appear in a trademarked name or in a person's name. Translations should apply the rules pertaining to accent marks specific to the language of their locality.



NUMBERS & MEASUREMENTS

Follow these guidelines to correctly and consistently reference numbers in your communications for Matrix Fitness.

Time Format

Use figures except for “noon” and “midnight.” Use a colon to separate hours from minutes, and use periods in “a.m.” and “p.m.” Avoid such redundancies as “10:00 a.m. this morning.” Avoid colloquial constructions like “4 o’clock.” When describing time zones, use the abbreviations “EST,” “CDT,” etc. In translated documents, apply the rules of the specific locality.

- Example: at 8:00 p.m., CDT

Date Format

In English-language communications, follow a spelled-out “month/day/year” construction. Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only “Jan.,” “Feb.,” “Aug.,” “Sept.,” “Oct.,” “Nov.” and “Dec.” Spell out the full name of the month when used alone or when used in conjunction with only the year.

For days, always use the Arabic figures without “st,” “nd,” “rd” or “th.” In translated documents, apply the rules of the specific locality.

- Example: May 5, 2020

Thousands & Decimal Separators

In English-language communications, use a period (.) to separate decimals and a comma (,) to separate thousands. In translated documents, apply the rules of the specific locality.

- Example: 1.5
- 230,000,000,000

Measurements

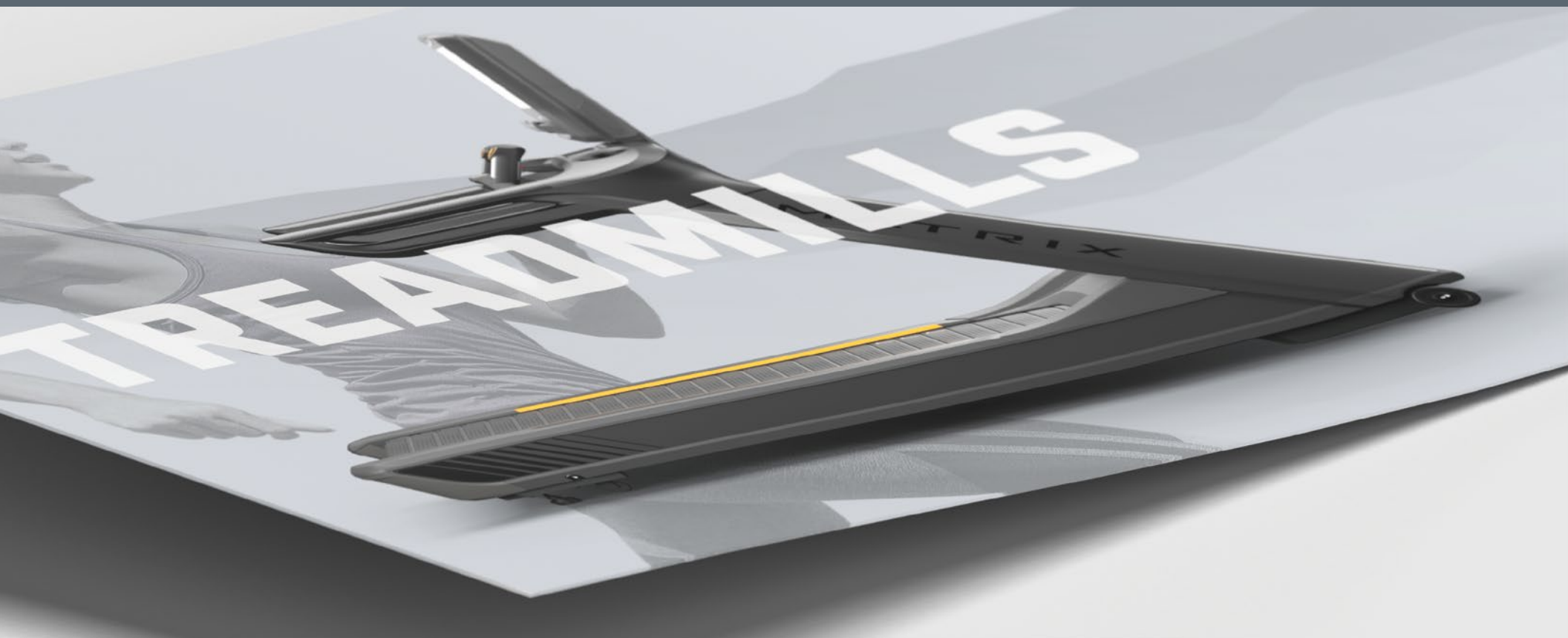
English-language communications will require a mix of metric and imperial measurements, leading with the metric measurement and following with the imperial measurement separated by a slash (e.g. “Ensure a minimum clearance width of 60 cm / 24””). In translated documents, use both metric and imperial measurements regardless of the rules of the specific locality.

Phone Numbers

For phone numbers in English-language communications, set off the area code with parentheses. Then separate the local exchange (three numbers) from the line number (four numbers) with a hyphen. In translated documents, apply the rules of the specific locality.

- Example: (555) 555-5555

STYLE GUIDELINES



PURPOSE OF STYLE GUIDELINES

What are Style Guidelines?

Put simply, style guidelines explain the proper marketing usage of a company's logo, colors, tagline and other fundamental assets.

Why are they Important?

Style guidelines ensure everyone is using the company's marketing assets in a consistent and correct manner when communicating with owners / operators, service providers, personal trainers and end users.

What Do they Do for Us?

By using our marketing assets in a consistent and correct manner across markets, we build lasting relationships with our key customers. They come to understand our primary value-adds, the clear range of choices we offer and our brand ethos. This clarity increases the value of our brand in their minds and ultimately builds brand loyalty.



LOGO

The Matrix logo is a mark that embodies strength and confidence without arrogance. Its bold-yet-clean shape makes it unique, easy to recognize at a glance and memorable. The text logo is the preferred logo and should be used on all marketing collateral and materials.

Reference “Logo Application Guidelines” on page 44 for all approved logo uses. All logos and variations are available on Box.com

The word "MATRIX" in a bold, black, sans-serif font. A small red dot is positioned above the letter 'A'.

Four-Color or Two-Color Logo versions

The word "MATRIX" in a bold, black, sans-serif font. A small black dot is positioned above the letter 'A'.

One-Color Logo

The word "MATRIX" in a bold, white, sans-serif font, centered within a solid black rectangular background. A small red dot is positioned above the letter 'A'.

Four-Color or Two-Color Logo versions (Reversed)

The word "MATRIX" in a bold, white, sans-serif font, centered within a solid black rectangular background. A small black dot is positioned above the letter 'A'.

One-Color Logo (Reversed)

LOGO LOCK-UPS

Distributed by Matrix

This logo lock-up is specifically designed for third-party distribution scenarios, including but not limited to medical product partnerships, Vicore, EGYM and more. Its use indicates that while Matrix distributes the product, the product is not owned by Matrix.

Matrix Distributor

This logo lock-up conveys a specific relationship between Matrix and a distributor in which the distributor carries both Matrix-branded products and competitive products. Furthermore, other distributors are legally allowed to distribute Matrix products in the same region.

DISTRIBUTED BY **MATRIX**

DISTRIBUTED BY
MATRIX

MATRIX DISTRIBUTOR

MATRIX
DISTRIBUTOR

LOGO LOCK-UPS

Matrix Exclusive Distributor

This logo lock-up conveys a unique partnership between Matrix and a particular distributor that can be leveraged to powerful effect. When we partner with a business as an exclusive distributor, it means that no one else in the region is legally allowed to distribute our products. Our exclusive distributors can then use this relationship to drive sales by letting consumers know that their establishment is the only place for consumers to find the very best in fitness equipment and the most advanced fitness technology.

MATRIX EXCLUSIVE DISTRIBUTOR

MATRIX
EXCLUSIVE DISTRIBUTOR

LOGO DERIVATIVES

Powered By Matrix

The 'Powered by Matrix' logo has been created to help our customers better associate with Matrix Fitness and, thus, market that relationship to their members.

Team Matrix

The 'Team Matrix' mark not only represents that you're part of the premium Matrix team (whether that be sales or service) but also implies that you are part of the customer's team—a total solutions partner. As such, apparel should be high quality and expectations should be set with your team on when it is appropriate to wear (on sales or service calls, at trade events, etc.).

POWERED BY **MATRIX**

POWERED BY
MATRIX

TEAM
MATRIX

Matrix Fitness

Intended for retail execution or in instances where Matrix is being promoted outside of the fitness industry, this logo helps differentiate Matrix from other retail brands using some form of “matrix” (e.g., haircare, movies, etc.) and immediately connects Matrix to the fitness world.

Note that all Matrix products, both commercial and retail, will only feature the single “Matrix” logo. The Matrix Fitness logo should be used in consumer-facing retail promotional materials. In addition, it should be used in consumer-facing commercial executions where market factors preclude using simply “Matrix.”

Reference “Logo Application Guidelines” on page 44 for all approved logo uses. All logos and variations are available on Box.com



LOGO USAGE

To protect the integrity of the mark, the Matrix logo should always appear at 100% vertically and horizontally. Stretching it apart or pushing it together is not acceptable. The logo should only appear as the two-color version, the two-color white version, or as the one-color black or white version.

The Matrix logo should be placed on lifestyle images to show ownership, in advertising and on the cover of brochures, catalogs and other printed pieces or collateral.

In terms of specific placement, the logo should not appear at an angle. Furthermore, it should not appear on any background except a solid color so that it stands out wherever it is used. It is just as important that there is a fair amount of “breathing room,” or space between the logo and any other elements, including copy, imagery, contact information, headlines or the document or medium’s edges.

Note: Vertical or stacked logos are permitted only for on-product use. They are not acceptable for use in typical marketing situations.

DO



DON'T



TAGLINE USAGE

Strong • Smart • Beautiful

The tagline may appear in two formats: standalone and with the logo.

Acceptable font colors are black, grey and white. The tagline should always stand out on a contrasting background. The tagline is available as a graphic, but if there is a need to recreate it, the following rules apply:

- It should only appear in the preferred typeface, Industry Bold.
- There are no punctuation marks in the graphic representation. There is, however, a bullet after the first and second words. If the tagline is a part of text, then a period should appear after each word.
- The first letter of each word is capitalized.

Strong • Smart • Beautiful

Tagline Standalone

MATRIX
Strong • Smart • Beautiful

Tagline with Logo

ADDITIONAL BRAND LOGOS

Whenever possible, the following logos should appear as the full-color version.

Asset Management

The Asset Management logo should be used to differentiate this digital product from others within our “Connected Solutions” portfolio. As a common term, it describes the nature of the product while increasing recognition and awareness.

Connexus

The Connexus logo should be used on marketing assets focused on equipment from the Connexus portfolio of products. It should not be used on marketing assets focused on our MX4 Small Group Training System.

Matrix Learning

The Matrix Learning logo should be used to build awareness of our content silo, matrixlearningcenter.com.

Note: Black-and-white versions are also available and must only be used when the color version is not an option, such as on newspaper ads and faxes. Be aware that TM symbols are only used in North America.



ADDITIONAL BRAND LOGOS

Connected Solutions

The Connected Solutions logo should be used to promote our complete portfolio of digital products. While individual digital products within this portfolio may have their own logo (e.g., Asset Management), these individual logos should carry less weight in the hierarchy of the design when presented as part of Connected Solutions.

Matrix Ride

The Matrix Ride logo should be used on marketing assets focused on the exclusive programming created for use with our Training Cycles (CXC Training Cycle, CXM Training Cycle, CXP Target Training Cycle).

MX4

The MX4 logo should be used to promote our MX4 Small Group Training System and the exclusive programming that goes with it. While individual products within this portfolio may have their own logo (e.g., Connexus), these individual logos should not be used on marketing assets focused on MX4.

Note: Black-and-white versions are also available and must only be used when the color version is not an option, such as on newspaper ads and faxes. Be aware that TM symbols are only used in North America.



CONNECTED
SOLUTIONS



MATRIX
RIDE



MX4

ADDITIONAL BRAND LOGOS

MX4 Active

This logo should be used to promote MX4 Active, a small group training program specifically designed for the needs of older and deconditioned adults. While individual products within this portfolio may have their own logo (e.g., Connexus), these individual logos should not be used on marketing assets focused on MX4 Active.



Note: Black-and-white versions are also available and must only be used when the color version is not an option, such as on newspaper ads and faxes. Be aware that TM symbols are only used in North America.

ADDITIONAL BRAND LOGOS

S-Drive

The S-Drive logo should be used on marketing assets focused on our S-Drive Performance Trainer. It should not be used on marketing assets focused on our MX4 Small Group Training System.



S-Force

The S-Force logo should be used on marketing assets focused on our S-Force Performance Trainer. It should not be used on marketing assets focused on our MX4 Small Group Training System.



Sprint 8

The Sprint 8 logo should be used in marketing assets focused on our exclusive high-intensity interval training (HIIT) program. The same logo should be used for business-to-business and end-user promotions.



Sprint 8 GX

The Sprint 8 GX logo should be used in marketing assets focused on our exclusive group-based Sprint 8 program.



Note: Black-and-white versions are also available and must only be used when the color version is not an option, such as on newspaper ads and faxes. Be aware that TM symbols are only used in North America.

ICONS & WORDMARKS

In addition to our brand logos, Matrix uses an array of icons and wordmarks to support the brand identity. Consistent use of these assets is key to maintaining clear communication and helps our customers easily identify certain product offerings.



Community 360



Engage 360



Target Training



Landmarks



Virtual Coaching



Virtual Active

LOGO APPLICATION GUIDELINES

In all circumstances, logos should maintain an ample amount of padding. This helps the logo appear clean and uncluttered.

It's also recommended that all logos adhere to minimum size requirements in order to ensure legibility and decent reproduction standards.

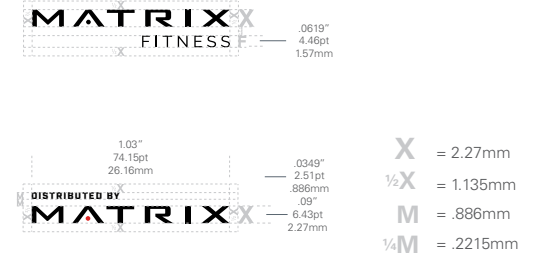
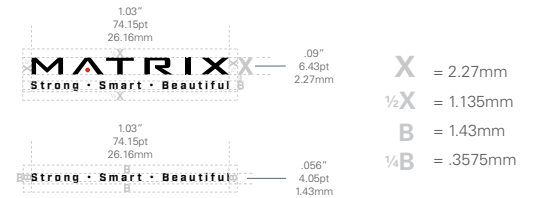
Follow these guidelines by monitoring minimum padding standards and keeping the logo above certain size thresholds noted in this guide.

X = Cap height of MATRIX $\frac{1}{2}$ **X** = Spacing clear zone around MATRIX

PADDING REQUIREMENTS



MINIMUM SIZE REQUIREMENTS



CORE BRAND COLORS

Matrix Fitness is represented by a bold color palette. Our colors speak to our strength, our energy and our commitment to an active lifestyle.

Our primary colors — black, white, grey and red — combine to create an upscale, premium feel. The red conveys an idea of vigor and intensity to the consumer, while grays and blacks speak to the reliability and durability of our products.

Red is our most intense color and should be used as an accent or to draw attention to a particular area. Avoid using large areas of color, letting Matrix photography do most of the talking. Color should be used to support the image, not to overpower it.

Note: The colors within the collection shown represent the overall proportion each color should play within the overall design, and in relationship to one another.

PRIMARY COLORS

WHITE

C0 M0 Y0 K0 / R255 G255 B255 / HEX #FFFFFF

PANTONE 428C

C24 M17 Y16 K0 / R194 G198 B201 / HEX #C2C6C9

PANTONE 485C

C6 M98 Y100 K1 / R225 G38 B28 / HEX #E1261C

PANTONE 431C

C67 M52 Y44 K17 / R91 G103 B112 / HEX #5B6770

RICH BLACK

C40 M40 Y40 K100 / R0 G0 B0 / HEX #000000

BRAND TYPOGRAPHY

Matrix brand typography consists of two main typefaces.

Industry, used for headlines and **Univers**, used for body copy. Both fonts are used on all corporate identity, communication and marketing materials, both internally and externally.

Headlines

Headlines are typically written in all caps, often in Industry Bold, Black or Ultra. In some situations, a heavy italic weight is also acceptable. Headlines should appear in a larger font than the body copy, a heavier font weight than the body copy or both. For information on the different type treatments between channels, please visit the “Channel Style Guide” section.

Body Copy

Body copy is typically written in Univers LT Pro 45 Light although variations are allowed depending on the situation. Univers 45 Light works best on lighter colored backgrounds. Weights such as 55 Roman or 65 Bold work better on darker backgrounds. Be sure to create a clear distinction in hierarchy between the headline and the body copy.

Alternate Font

When Industry or Univers are not available, Arial should be used as a replacement. Keep in mind that only Industry and Univers should be used for official marketing assets; you should only default to an alternate sans-serif font for internal communications and internal presentations when absolutely necessary.

Industry Bold

Available through Adobe Fonts / <https://fonts.adobe.com/fonts/industry>
or Fort Foundry / <https://fortfoundry.com/pages/industry>

Univers LT Pro 45 Light

Available through fonts.com / <https://www.fonts.com/font/linotype/univers/complete-family-pack>

Industry

PREFERRED WEIGHTS

Industry Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Industry Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Industry Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Industry Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Industry Ultra
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Industry Ultra Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Univers LT Pro

PREFERRED WEIGHTS

Univers LT Pro 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Univers LT Pro 65 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Univers LT Pro 57 Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Univers LT Pro 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Univers LT Pro 45 Light Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Univers LT Pro 67 Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

DIGITAL TYPOGRAPHY

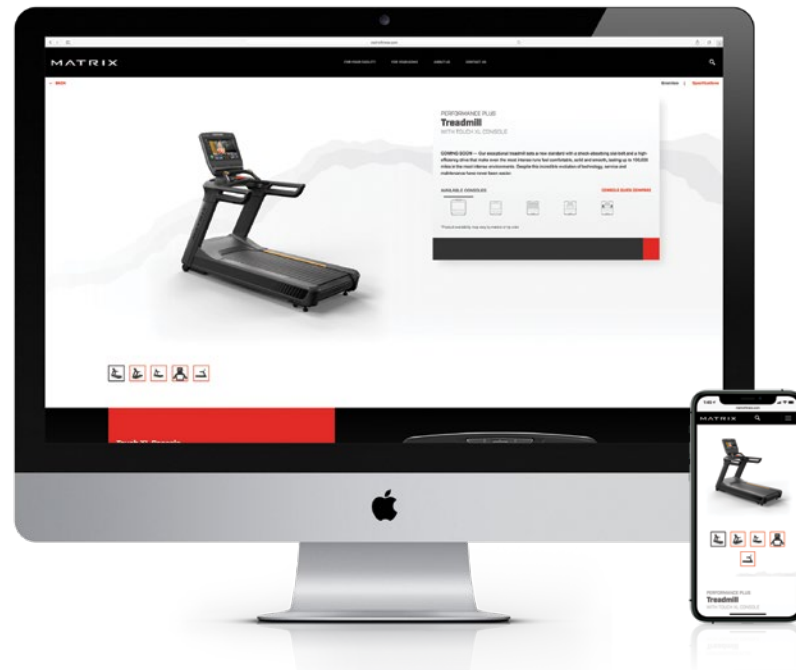
Industry and Arial are the corporate web fonts. Both fonts are used on all promotional headlines and home page highlights. The fonts are implemented through Typekit, a web-based font service that allows Matrix to use quality fonts on its website.

Industry

Available through Adobe Fonts
<https://fonts.adobe.com/fonts/industry>

Arial

Default web font compatible with most systems

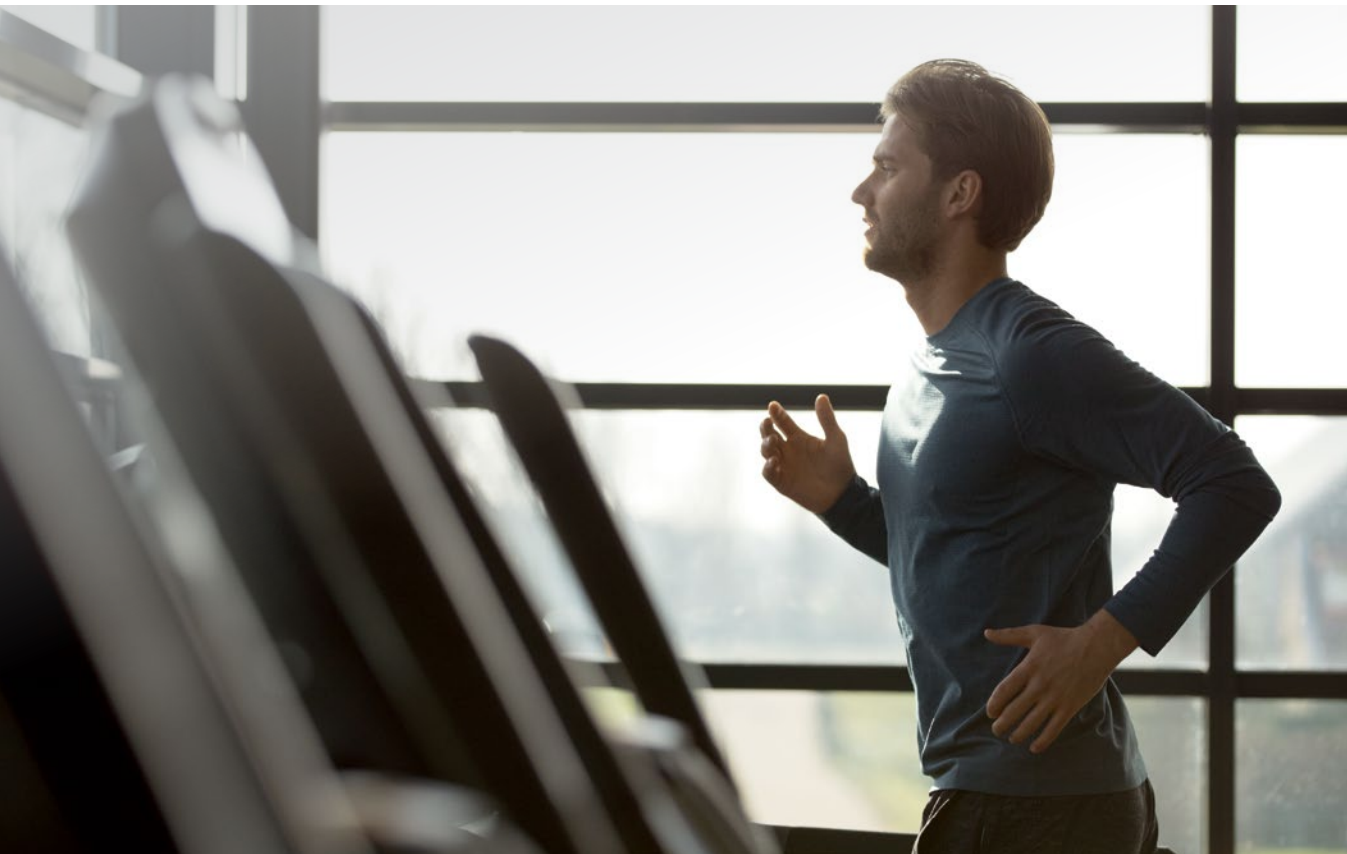


STYLE GUIDELINES BY CHANNEL

- ▶ GENERAL / HEALTH CLUBS
- ▶ ATHLETIC PERFORMANCE
- ▶ ACTIVE AGING / REHAB
- ▶ HOSPITALITY



GENERAL / HEALTH CLUBS



See the following pages for a detailed examination of the typography, colors and photography style appropriate for general use and the health club channel. Following these guidelines will ensure that the visual elements of our marketing assets appropriately reflect and support our overarching “Get More” messaging campaign. Keep in mind that since health clubs make up the majority of our business, the style guidelines for the health club channel serve as our baseline rules.

GENERAL / HEALTH CLUBS

Typography Style

Since health clubs make up the majority of our business, the typography style for this channel is closest to the baseline typography rules explained in the opening Style Guidelines section. The most common weights are Industry Black in all-caps headlines and Univers LT Pro 45 Light for body copy. Other weights of Industry can be used in some situations. These bold, modern font styles convey confidence and clarity in our messaging without veering into pretension or arrogance.

Channel Colors

The primary colors of the General / Health Club channel palette are strong and straightforward. They represent the core of the Matrix brand, using the minimum number of colors. The consistent representation of these core colors helps reinforce the distinctiveness of the Matrix brand and logos within the fitness industry.

The usage of these colors is a proportional relationship. In this example, white should be the predominant color. Pantone 485C (Red) would be used least, typically as an accent.

Industry Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Industry Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Industry Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

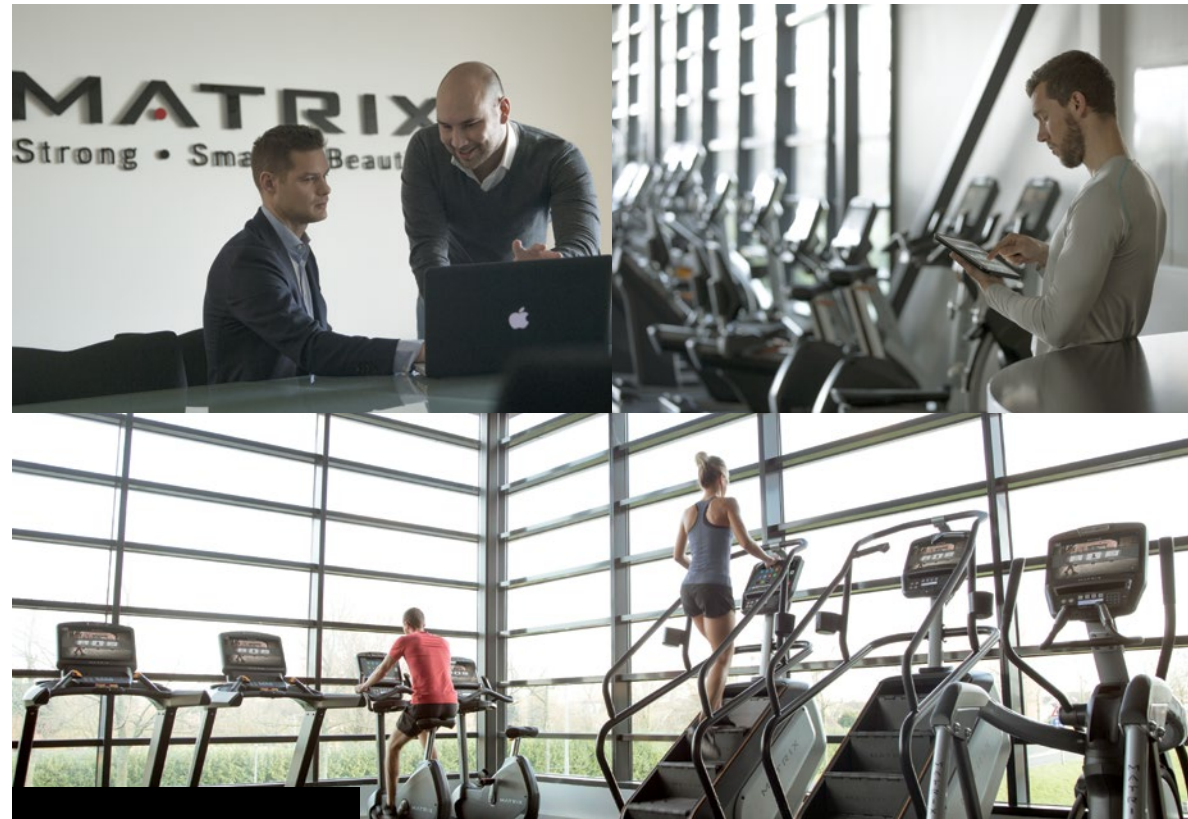


GENERAL / HEALTH CLUBS

Photography

Our General / Health Club channel imagery is slightly desaturated and shot at unique angles to add an aspirational element to each vignette. Athletic models typically in their mid-thirties wear performance gear to create a contemporary look and enhance their physiques, representing the kind of members a facility owner would hope to attract and retain. Matrix equipment is either in use or visible in the background, arranged in a way that emphasizes technology so that facility owners can picture their own members using our intuitive consoles and programs. Furthermore, images of relaxed, happy collaboration — whether they include owners and Matrix representatives or members and trainers — convey our consultative approach and the kind of enhanced member engagement we offer fitness facilities.

* Photography provided by Matrix Fitness is copyrighted and can only be used for the benefit of Matrix Fitness. It may appear on Matrix Fitness materials, such as brochures, banners, point-of-purchase displays, etc., and in advertising and websites with the purpose of selling or increasing the brand presence of Matrix Fitness. UNDER NO CIRCUMSTANCE MAY Matrix Fitness PHOTOGRAPHY BE USED ON NON-Matrix Fitness MATERIALS. It is a violation of Title 15 of the United States Code to use Matrix Fitness photographs in association with products that originate from companies other than Matrix Fitness.



ATHLETIC PERFORMANCE



See the following pages for a detailed examination of the typography, colors and photography style appropriate for the Athletic Performance channel. Following these guidelines will ensure that the visual elements of our marketing assets appropriately reflect and support the “Victory Starts Here” messaging campaign currently in play in this channel.

ATHLETIC PERFORMANCE

Typography Style

The Athletic Performance channel requires the strong, dynamic look of bold and heavy typefaces to mirror the aggressiveness of the training environment and the intensity that coaches and trainers want to bring forth in their athletes. The most common weights are Industry Black and Industry Black Italic for headline use. Italic weights should be reserved for poster or unique campaign-style headlines. Univers LT Pro 45 Light should remain in use for body copy. It is essential that headlines remain in all caps to match the more muscular language leveraged in the Athletic Performance channel.

Channel Colors

The primary colors of the Matrix Athletic Performance palette are strong and straightforward. They represent the core of the brand, using the minimum number of colors. The consistent representation of these core colors helps reinforce the distinctiveness of the Matrix Fitness brand and logos within the fitness industry.

Note: The colors within the collection shown represent the overall proportion each color should play within the overall design, and in relationship to one another.

Industry Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Industry Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Industry Black Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***



ATHLETIC PERFORMANCE

Photography

Photography for the Athletic Performance channel should suggest an environment where athletes reach their potential through high-intensity training. Models should look like elite athletes, with more muscular physiques and more sports-oriented apparel than models in other channels. The saturated, action-oriented style helps consumers imagine a training facility where the good strive for greatness. The industrial-style backdrop implies that the athletes hard at work in the images are just as tough as the world of brick and steel around them.

* Photography provided by Matrix Fitness is copyrighted and can only be used for the benefit of Matrix Fitness. It may appear on Matrix Fitness materials, such as brochures, banners, point-of-purchase displays, etc., and in advertising and websites with the purpose of selling or increasing the brand presence of Matrix Fitness. UNDER NO CIRCUMSTANCE MAY Matrix Fitness PHOTOGRAPHY BE USED ON NON-Matrix Fitness MATERIALS. It is a violation of Title 15 of the United States Code to use Matrix Fitness photographs in association with products that originate from companies other than Matrix Fitness.



HOSPITALITY



See the following pages for a detailed examination of the typography, colors and photography style appropriate for the Hospitality channel. Following these guidelines will ensure that the visual elements of our marketing assets appropriately reflect and support the “An Enlightened Experience” messaging campaign currently in play in this channel.

HOSPITALITY

Typography

Several weights of the Industry font can be used within the Hospitality channel to create a text aesthetic that exudes confidence, trust and a reliable fitness experience. The most common weight is Industry Light for headlines and Univers LT Pro 45 Light for body copy. Industry Book or Industry Bold can also be used, but it should be limited to special callouts and not used for headlines or body copy. It should also be used in small point sizes. As is typical for the Matrix brand, headlines should remain in all caps.

Channel Colors

The color palette for the Hospitality channel is softer than the colors of the overall Matrix brand to reflect the atmosphere typically found in upscale hotels and resorts. The color palette conveys concepts of health and comfort that hotel operators will readily associate with a reliable, confidence-inspiring fitness partner.

Note: The colors within the collection shown represent the overall proportion each color should play within the overall design, and in relationship to one another.

Industry Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Industry Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Industry Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

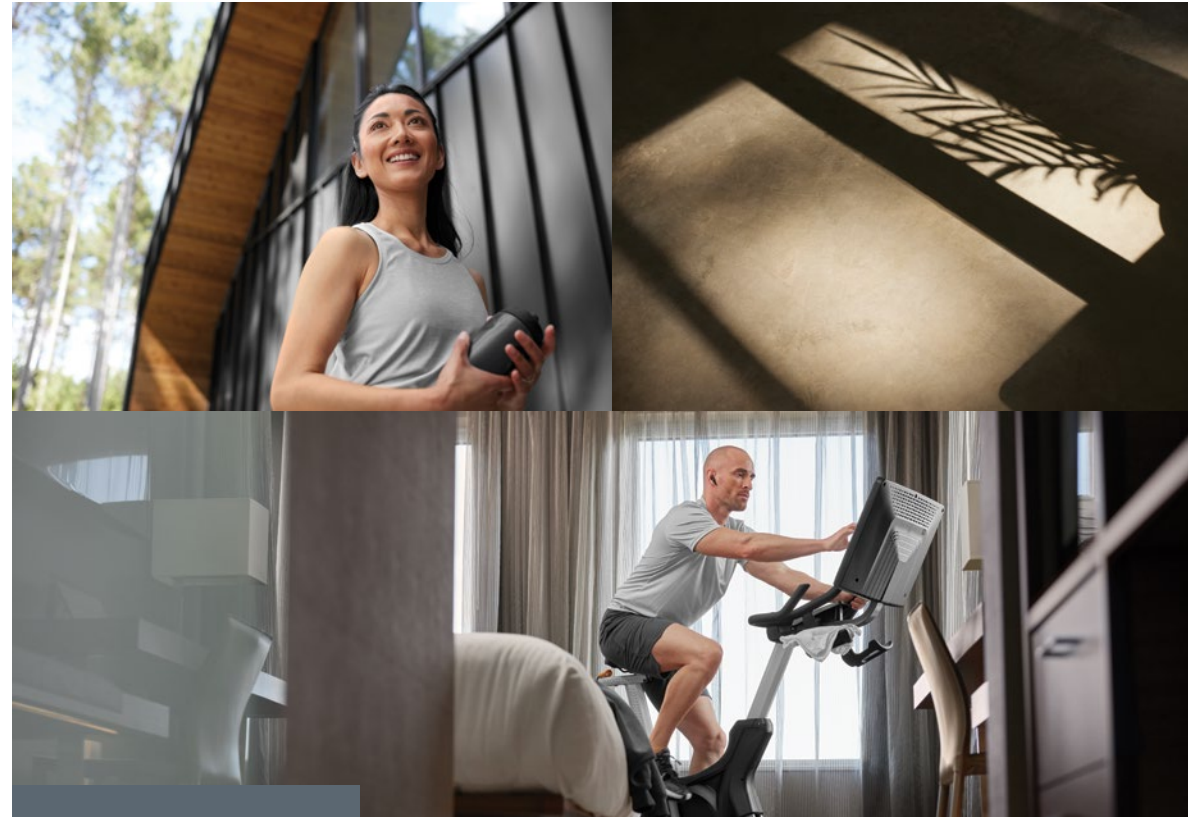


HOSPITALITY

Photography

Lifestyle images in the Hospitality channel should depict guests, typically in their 30s or 40s and wearing contemporary workout clothing, who are having a comfortable, memorable experience. To support this, the expressions of models should be congenial and less intense than they would be in a traditional health club environment. Images should be rich and inviting, reflecting the aesthetic typically found across the hotel industry while also conveying a sense of luxury.

* Photography provided by Matrix Fitness is copyrighted and can only be used for the benefit of Matrix Fitness. It may appear on Matrix Fitness materials, such as brochures, banners, point-of-purchase displays, etc., and in advertising and websites with the purpose of selling or increasing the brand presence of Matrix Fitness. UNDER NO CIRCUMSTANCE MAY Matrix Fitness PHOTOGRAPHY BE USED ON NON-Matrix Fitness MATERIALS. It is a violation of Title 15 of the United States Code to use Matrix Fitness photographs in association with products that originate from companies other than Matrix Fitness.



ACTIVE AGING / REHAB



See the following pages for a detailed examination of the typography, colors and photography style appropriate for the Active Aging / Rehab channel. Following these guidelines will ensure that the visual elements of our marketing assets appropriately reflect and support the “Committed to Healthy Movement” messaging campaign currently in play in this channel.

ACTIVE AGING / REHAB

Typography Style

The Active Aging / Rehab channel uses lighter fonts to support the inviting, nurturing tone of our messaging while also conveying a sense of stability. The most common weights are Industry Light for headline use and Univers LT Pro 45 Light for body copy.

Channel Colors

The color palette for the Active Aging / Rehab channel is a departure from the bold colors of the overall Matrix brand. Hues are softer and more muted, conveying a healthy, active, yet less intense lifestyle that reflects our messaging for this channel. They should support the idea that Matrix is your partner in health and wellness.

Industry Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Industry Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Industry Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890



ACTIVE AGING / REHAB

Photography

Active Aging / Rehab photography should depict the brightness, warmth and encouraging atmosphere that therapists and medical specialists aspire to create in their own facilities. Models should dress more conservatively, as would be appropriate to a clinical setting, and the age of the models should lean toward the 55-and-up demographic, especially when targeting facilities that specialize in active aging, like independent and assisted living facilities. A combination of earth tones and warm, slightly desaturated images are ideal for suggesting an environment that's healthy, nurturing and inviting. Additionally, use images of clients and medical specialists working together to depict the personal touch that is essential to helping clients make healthy changes and achieve lasting wellness.

* Photography provided by Matrix Fitness is copyrighted and can only be used for the benefit of Matrix Fitness. It may appear on Matrix Fitness materials, such as brochures, banners, point-of-purchase displays, etc., and in advertising and websites with the purpose of selling or increasing the brand presence of Matrix Fitness. UNDER NO CIRCUMSTANCE MAY Matrix Fitness PHOTOGRAPHY BE USED ON NON-Matrix Fitness MATERIALS. It is a violation of Title 15 of the United States Code to use Matrix Fitness photographs in association with products that originate from companies other than Matrix Fitness.



SOCIAL MEDIA

Our goal is to establish Matrix Fitness global guidelines for social media that are cohesive, professional, and easily managed across multiple markets.

We want to maintain a global social media presence that increases brand awareness, highlights our products and exclusive technologies to our customers, and connects / increases engagement with Matrix influencers and brand ambassadors. Refer to the Matrix Social Media Guidelines for information about social execution.



SOCIAL MEDIA PROFILE PICTURES

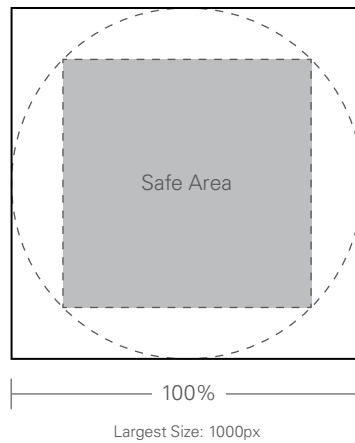
YouTube 800px x 800px

Instagram 110px x 110px

Facebook 180px x 180px

Twitter 400px x 400px

The M Matrix lock-up is ONLY to be used for social profile pictures where the image size is a perfect square. It is not to be used for any other purpose.

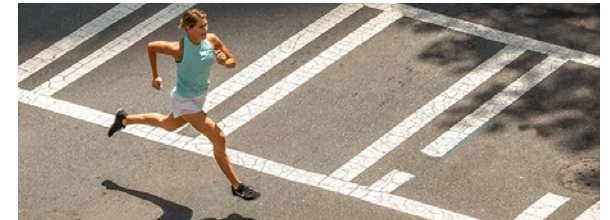
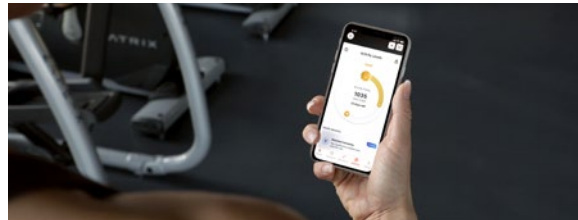


Accepted Profile Picture

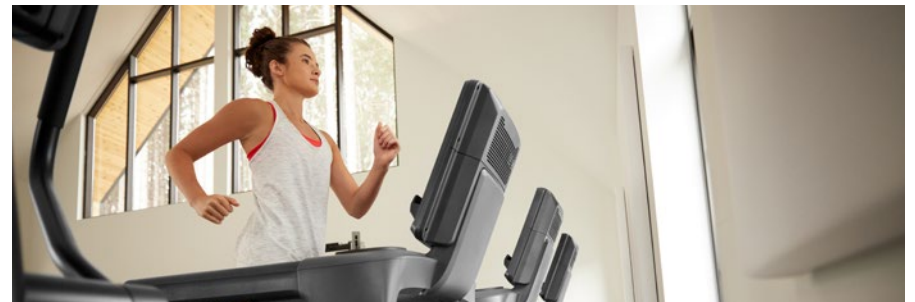
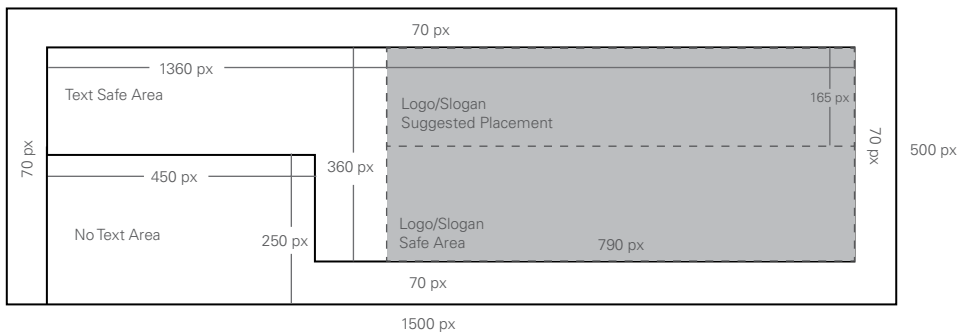


SOCIAL MEDIA PROFILE BANNER IMAGE EXAMPLES

The following are examples of the approved use of banner photography. Other approved images are available in the Matrix image library.

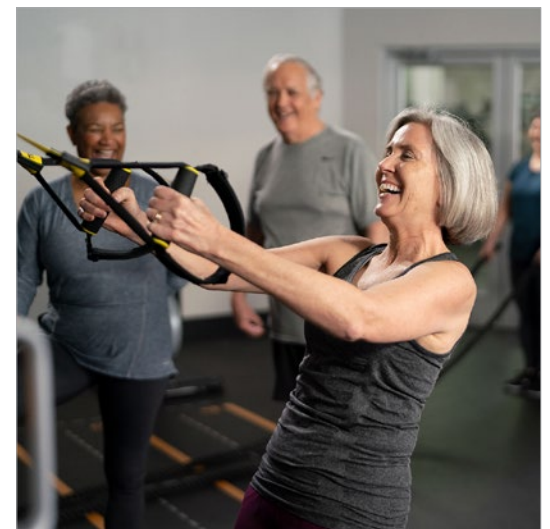
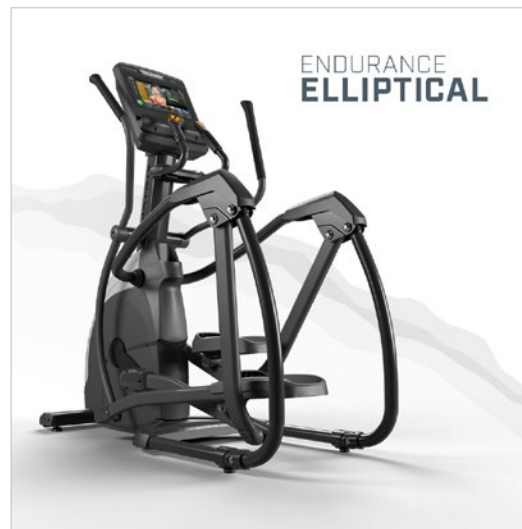
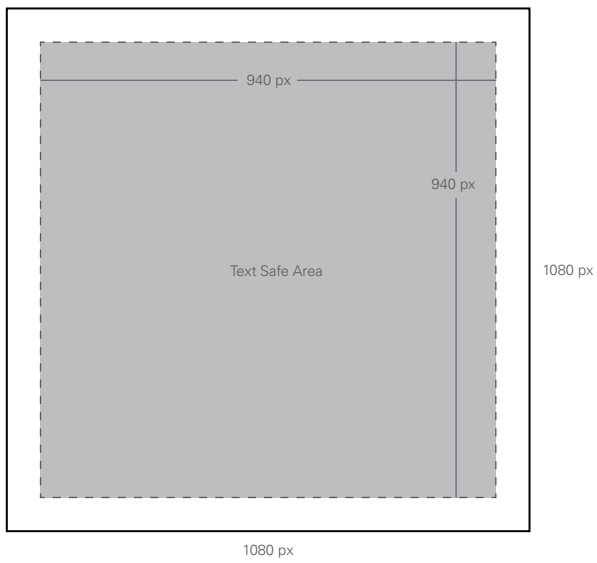


SOCIAL MEDIA: TWITTER BACKGROUND



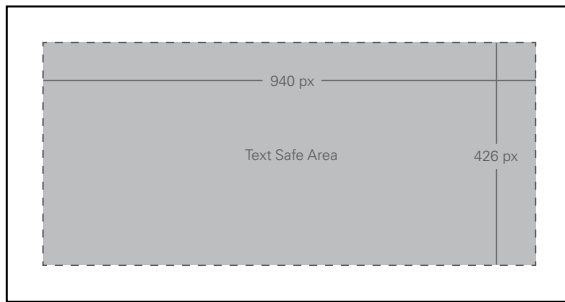
SOCIAL MEDIA: INSTAGRAM STANDARDS

Square Image



SOCIAL MEDIA: INSTAGRAM STANDARDS

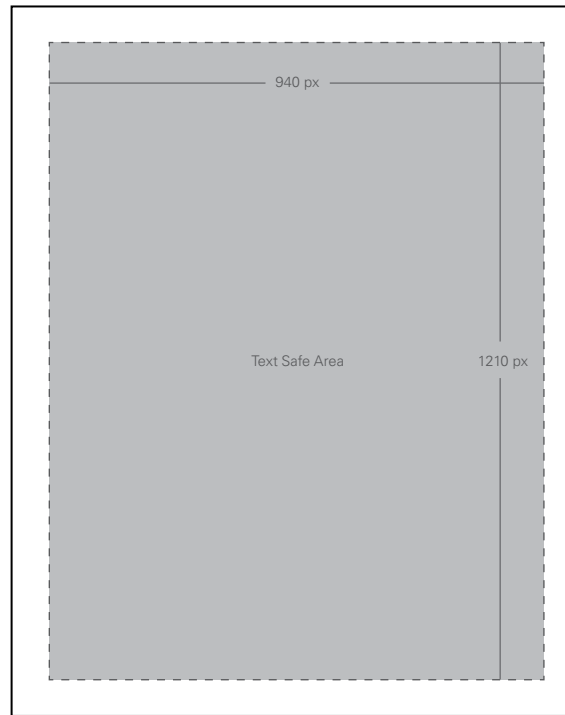
Horizontal Image



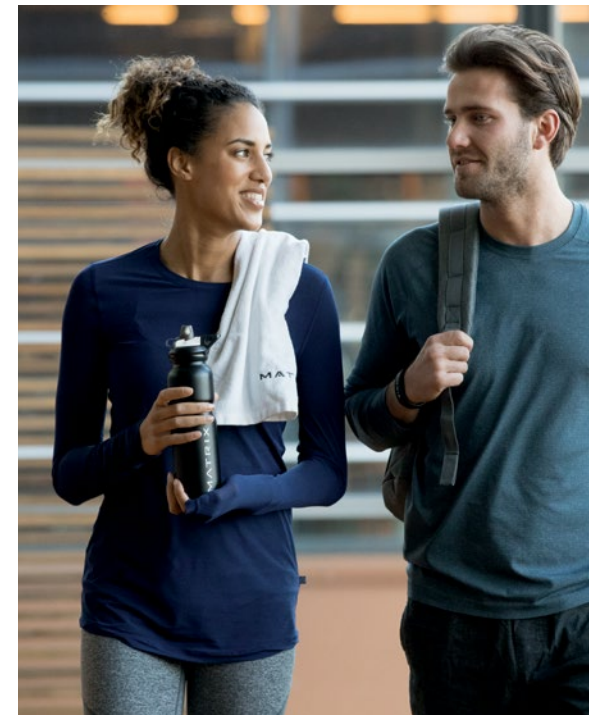
1080 px



Vertical Image



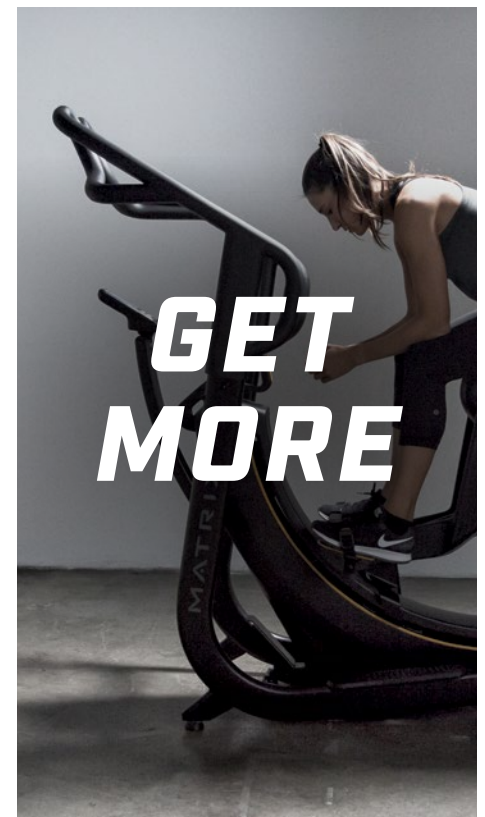
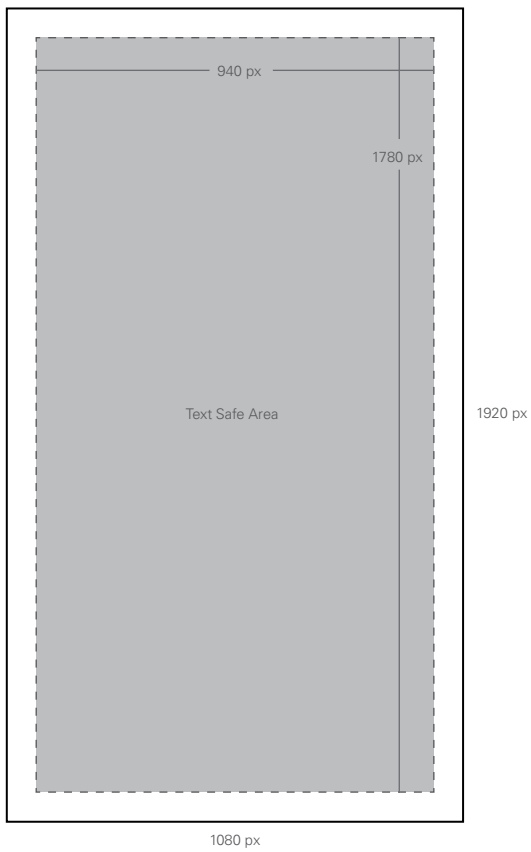
1080 px



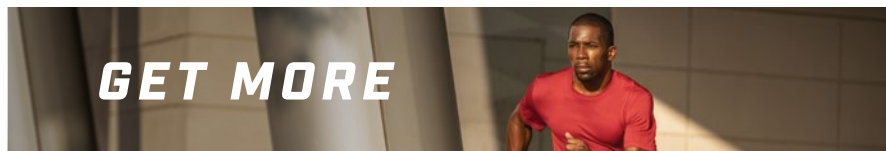
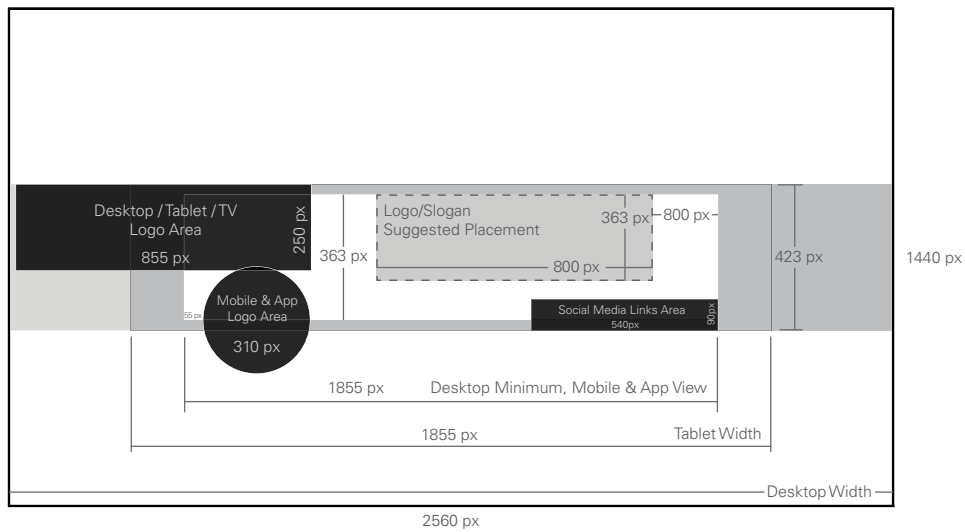
1350 px

SOCIAL MEDIA: INSTAGRAM STANDARDS

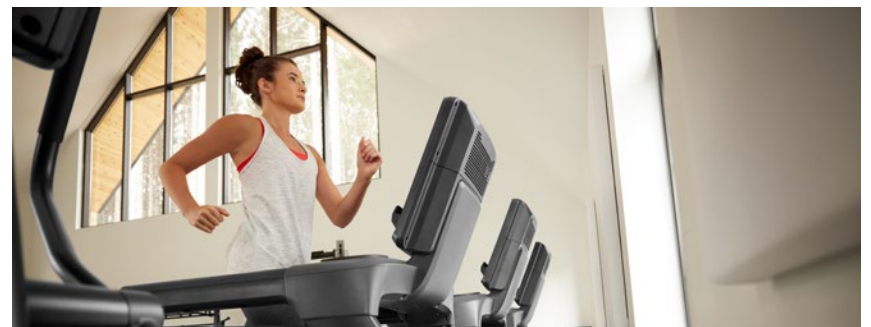
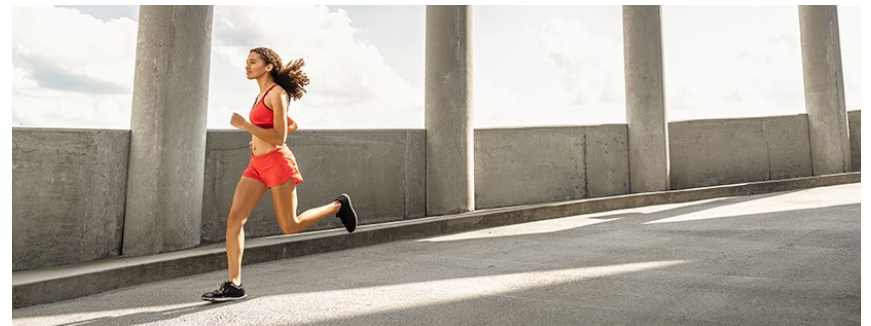
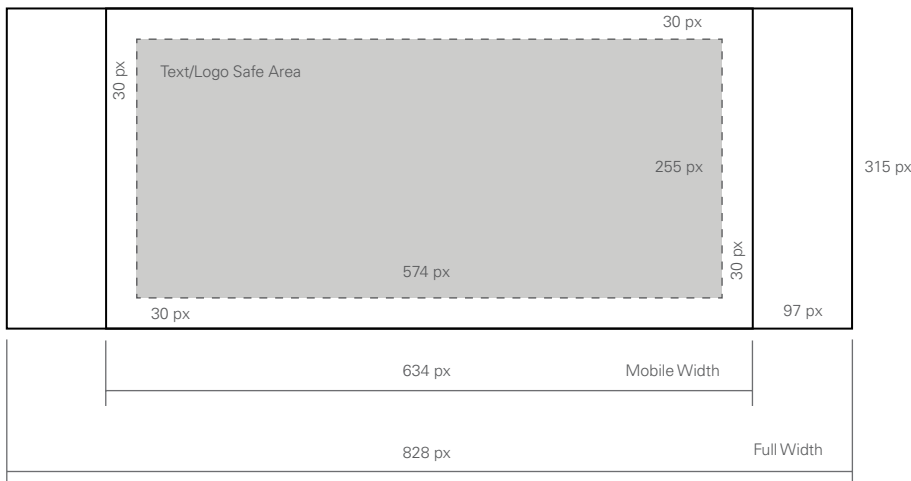
Stories



SOCIAL MEDIA: YOUTUBE BACKGROUND

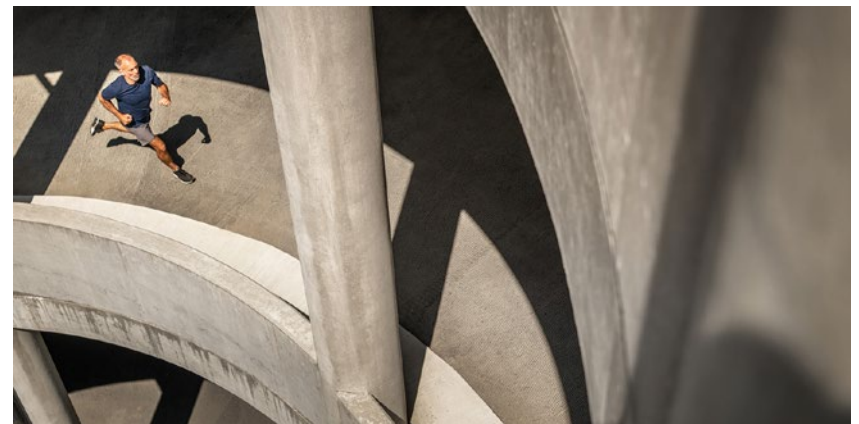
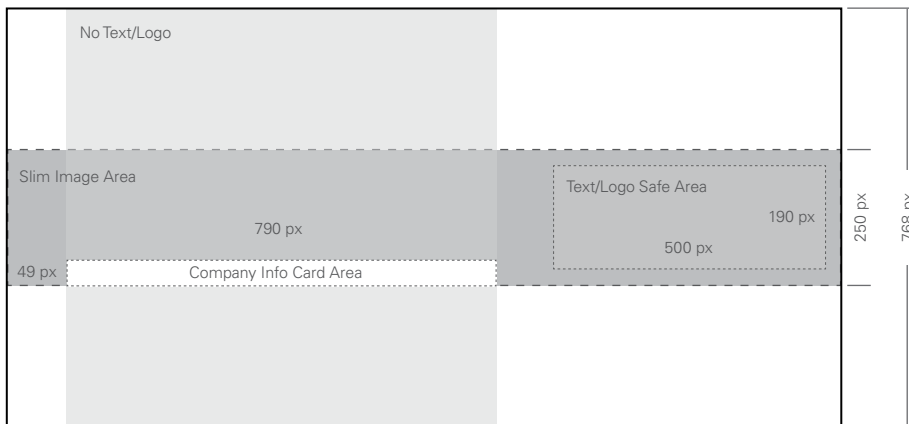


SOCIAL MEDIA: FACEBOOK BACKGROUND



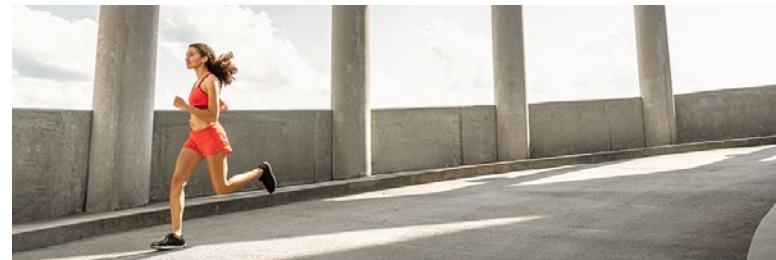
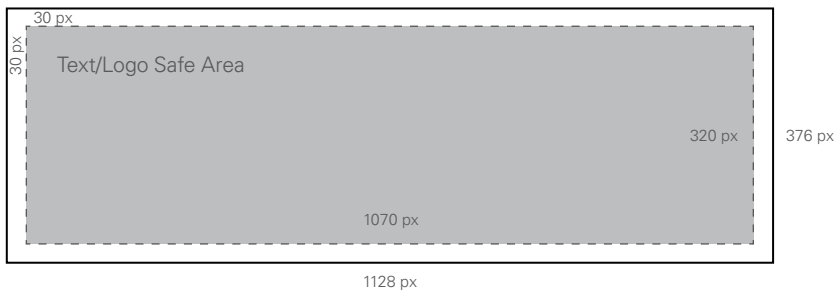
SOCIAL MEDIA: LINKEDIN BACKGROUND

Cover Image

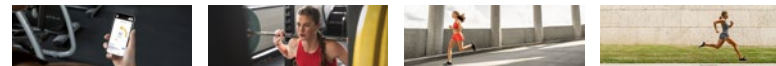


SOCIAL MEDIA: LINKEDIN BACKGROUND

Hero Image

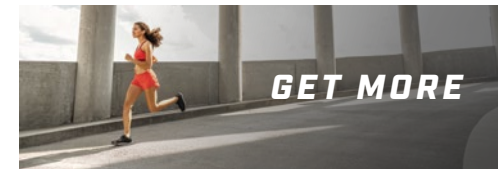
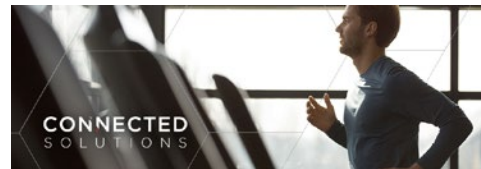
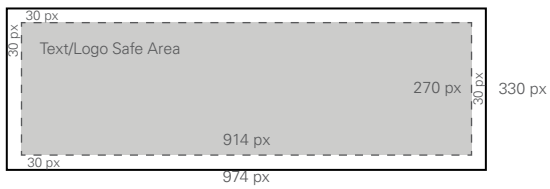


Overview Tab Image

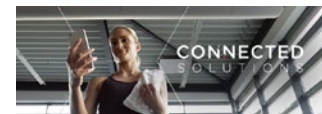
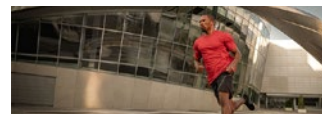
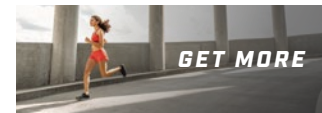
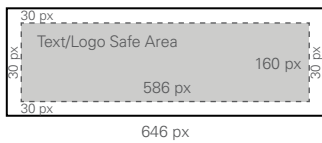


SOCIAL MEDIA: LINKEDIN BACKGROUND

Showcase Page Hero Image



Company Page Banner



TRADEMARK BASICS

Proper Use of Matrix Fitness Name

Trademarks / brands are extremely valuable assets, which need careful handling, care, nurturing and protection; otherwise they may lose value, be stolen or simply be destroyed or lost.

The Matrix Fitness brand name is trademarked and must be protected.

It is every team member’s responsibility to protect our trademarks from misuse. Please observe the following trademark guidelines:

Brand Name

Matrix Fitness is a flagship brand name and is used on all Matrix Fitness products. By building customer trust and loyalty in the Matrix Fitness name, all products that use the brand can benefit.

When a customer purchases Matrix Fitness products, they have expectations of how the product will look, how the product will perform and the service that comes with it. For our customers, the brand name should be synonymous with:

an approachable, attractive aesthetic; high-performance, durable designs that deliver results; and the ongoing relationship with a forward-thinking Total Solutions Partner that the competition cannot match. Customers who choose us rely on Johnson Health Tech to stand behind those products and what they mean.

Guidelines for Proper Trademark Attribution

Trademark ownership is generally attributed in two ways. The first is the preferred method, but the second may be used if dictated by the market.

- 1.) By use of a trademark symbol (TM, ®, SM) after the actual trademark.
- 2.) With a trademark legend, usually found at the end of a document (minimum 8pt type) following the copyright notice.

Matrix	®
Strong. Smart. Beautiful	TM
Suspension Elliptical	TM
ClimbMill	TM
Ascent Trainer	®
Hybrid Cycle	TM
Dynamic Response Drive System	TM
Pure Stride	TM
Synchronous Response	TM
Ultimate Deck	TM
Vista Clear	TM
Action Specific Grips	TM
Ergo Form	TM
Asset Management	TM
Connexus	TM
S-Drive	TM
S-Force	TM
Sprint 8	®

Note: TM symbols are only used in North America. Registered trademarks ® are used globally.

MATRIX

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